

CAN-SPAM Act
Rule making Protect
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To the Commissioners,

No likes unsolicited bulk mail and your efforts to curb the problem. However, I am GREATLY concerned about the proposed requirement for merchants to maintain suppression lists.

There are so many problems and costs associated with this idea, and so much damage done to consumers and businesses alike, that I feel I must urge you to consider this matter most carefully.

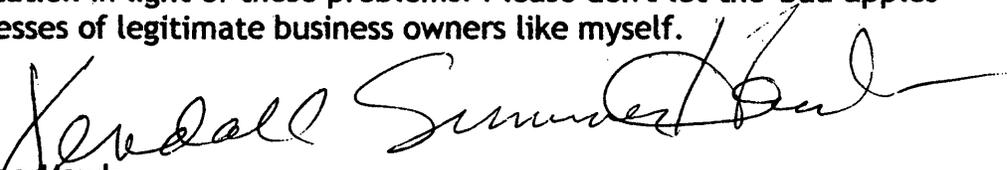
Requirement of the use of suppression lists will seriously damage many of the legitimate publications available on the net -mine included. My specific concern is for harm to publishers who require permission from the consumer prior to adding them to any list.

They're not who CAN-SPAM was designed to put out of business, but this requirement will very likely have that effect.

There's also the potential for significant harm to consumers, because of the problem of properly knowing their intent when they unsubscribe from a list. On top of that, these suppression lists could easily fall into the hands of spammers, leading to more spam instead of less.

I am quite surprised, and greatly concerned, at the potential problems this ruling could involve, and urge you in the strongest possible terms to reconsider its implementation in light of these problems. Please don't let the 'bad apples' run the businesses of legitimate business owners like myself.

Respectfully,


Kendall Summerhawk
Tucson, Arizona
April 15, 2004